

Website Privacy and Cookies Policy

Introduction

This is the privacy and cookies policy for this website, run by Using the Wrong Words on Porpoise (our “Website”). This policy applies to your use of the Website and the services we offer.

The policy details information about us and how we process your personal information when you use our Website and services. This policy applies globally.

If you continue to browse and use the Website and our services, you agree to this policy together with our terms and conditions (our “terms”).

If you do not agree with this policy or our terms, you must stop using our Website and our services immediately.

We may vary this privacy and cookies policy from time to time, and the revised policy will apply to the Website and our services from its date of publication. You must check this page regularly for any updates.

About Using the Wrong Words on Porpoise

This Website is operated by Using the Wrong Words on Porpoise, of 33 Leapingwell Lane, Winslow (“we”, “our” or “us”).

You can contact us in relation to data protection matters at: info@onporpoise.co.uk. You should email this address if you wish to exercise any of your legal rights with respect to your data or you have any questions regarding how we process your data.



The Personal Data We Collect

We consider personal data to be any data which can identify you as an individual person. We do not consider that data where your identity has been irretrievably removed or anonymous data does not constitute personal data.

We may collect the following types of information:

- User profile information, such as username, password, site and purchase history and your marketing preferences.
- Basic information, such as name, gender, date of birth, and marital status.
- Contact information, such as email address, telephone number and shipping addresses.
- Site activity information, including how you use the Website, its features and our other services.
- Technical information, such as the internet browser and computer you use, your IP address, your location, information about the cookies you have on your device and plugins you have enabled in your browser. We may also receive this information if you use other websites which use our cookies.

We collect this data as you:

- use our Website and its associated features;
- use our services and buy our products and services;
- request to receive marketing materials; and
- contact, communicate or correspond with us.

We do not collect any sensitive personal information about you. This means we do not collect information in the following areas: religious and philosophical beliefs, race and ethnicity, sex life, health information, sexual orientation, genetic and biometric data, political opinions and information about trade union membership. You agree to not tell us or send us this type of information.

We may also receive personal information about you from analytics providers (such as Google and Facebook), search engines (such as Google and Bing) and advertising companies.



How We Use Your Data

We will not use your data in any way that breaches UK law.

We may use your personal data:

- to fulfil our business goals;
- to contact you in relation to your use of our Website and services;
- where we need to comply with a legal obligation (e.g. performing a contract or disclosing information to the Courts);
- where we need to use your data to perform our contractual obligations with you (e.g. to provide you with the services this Website offers);
- to create aggregated statistics; and
- where we have a legitimate interest to use your personal data and your fundamental rights and interests do not override these interests.

You may receive promotional messages from us in cases where it is legally permissible for us to do so. Whenever we send you marketing content, you have the option to unsubscribe at any moment either by following the opt-out instructions provided within the marketing materials or by contacting us directly at info@onporpoise.co.uk to express your preferences. We will not sell your personal data to third parties unless you consent.

We retain your data only for the period necessary to achieve the legal purpose for which it was collected, except when legal obligations necessitate a longer retention period (such as for tax, accounting purposes, or if there is a reasonable likelihood of litigation).

Where relevant, our parent company and other companies in our group may also have access to the data we store.

Third Party Content

Please note that our website contains links to third-party sites and may include features that integrate with external services (for example, payment processors). When you interact with these links or utilize third-party features, the terms, privacy, and cookie policies governing those experiences will differ from ours and they will apply to your use of those sites and services. We encourage you to review the terms, privacy policies, and cookie policies of any third-party sites you visit or features you use to ensure you understand how your information will be handled.

We occasionally outsource certain aspects of our website, its functionalities, or our services to third-party providers. This subcontracting may necessitate the sharing of your personal information with these entities. Whenever such sharing occurs, we guarantee compliance with legal standards, ensuring that your data is securely handled and used strictly for predefined purposes, in alignment with our directives.

Top of Form

Data Security

We prioritize the security of your personal information with the highest regard, employing various technical safeguards to protect against the loss, accidental deletion, alteration, or unauthorized access of your data.

In addition, we have established protocols to be enacted in the event of a security breach. Should any breach occur, we are committed to fulfilling our legal responsibilities, including notifying both you and the UK's Information Commissioner's Office (ICO) as required.

International Transfers

Several of the third-party partners we collaborate with are located outside the UK, which means there may be occasions when your data needs to be transferred internationally. Whenever such transfers occur, we commit to ensuring they are conducted in compliance with legal requirements (e.g. Standard Contractual Clauses or other legally approved safeguards). We will also implement appropriate technical and contractual measures to safeguard your data during these transfers.



Your Legal Rights

In specific situations, you are entitled to exercise the following legal rights regarding the data we hold about you:

- **Right to Access:** You have the right to request a copy of the personal data we hold about you.
- **Right to Rectification:** If any personal data we hold about you is inaccurate or incomplete, you have the right to have it corrected.
- **Right to Erasure:** Under certain conditions, you can request the deletion of your personal data from our records.
- **Right to Restriction of Processing:** You have the right to request a restriction on how we process your personal data, under certain circumstances.
- **Right to Data Portability:** You can request the transfer of your personal data to another organization or to you, in a structured, commonly used, and machine-readable format, in certain situations.
- **Right to Object:** You have the right to object to the processing of your personal data in some cases, including where personal data is processed for direct marketing purposes.
- **Right to Withdraw Consent:** If we are processing your personal data based on your consent, you have the right to withdraw that consent at any time, though this will not affect the lawfulness of processing based on consent before its withdrawal.
- **Rights Related to Automated Decision Making and Profiling:** You have rights in relation to automated decision making, including profiling, ensuring you can obtain human intervention, express your point of view, and contest the decision.

Please note that these rights may be limited in some circumstances, for example, if fulfilling your request would reveal personal data about another person, or if you ask us to delete data which we are required by law to keep or have compelling legitimate interests in keeping.

You can find more about these rights on the ICO's website available at www.ico.org.uk (the "ICO Website").

If you wish to exercise any of your data protection rights, please contact us at info@onporpoise.co.uk. While we may impose a fee for the exercise of these rights where legally permissible and justified, be assured that any such fee will be reasonable. Additionally, we may request proof of your identity to confirm your request. This verification step is mandatory when you seek to exercise your right to access your personal data or your right to data portability, ensuring the security and proper handling of your information.

Complaints

You possess the right to lodge a complaint regarding our data processing practices directly with the Information Commissioner's Office (ICO). However, we kindly request that you first reach out to us with any concerns by emailing info@onporpoise.co.uk. This initial step allows us the opportunity to address and resolve your issue promptly.

For additional information on how to file a complaint against us with the ICO, please visit the ICO website. This resource provides comprehensive guidance on the complaint process.

Cookies

Our Website uses cookies to function. Cookies are small data files that are placed on your device and which help us differentiate you from other web users. This allows us, for example, to allow you to log in and to provide you with a good web experience.

We will seek your consent before placing cookies, other than those which are strictly necessary, on your device. Cookies we place on your device will expire after a period of time which we determine is reasonably needed to achieve their purpose.

We use various types of cookies on our website, each serving a specific purpose:

- **Strictly Necessary Cookies:** These are essential for the operation of our website, enabling fundamental features like logging in or utilizing shopping cart functionalities.
- **Preference Cookies:** These cookies help us recognize you on subsequent visits to our site, enhancing your experience by remembering your preferences. They enable features such as keeping you logged in and tailoring our site's content to suit your needs more closely.
- **Analytical Cookies:** We deploy these cookies to understand how visitors interact with our website, such as which pages are most frequently visited and the sequence of those visits. This information assists us in improving our website's structure and content.
- **Targeting Cookies:** These cookies track your usage of our website, including the pages you view and the links you click. This data helps us make the advertisements you see more relevant to your interests. Additionally, we may occasionally share this information with third parties for further targeted advertising purposes.

You have the option to disable cookies through your browser's settings, but we advise against doing so. Turning off cookies can result in a less optimal browsing experience and may prevent our website from functioning as intended.



For more detailed information about cookies, including guidance on how to block them, you can visit the Information Commissioner's Office (ICO) website at this link:

<https://ico.org.uk/global/cookies/>. This resource provides comprehensive insights into cookies and how to manage your preferences regarding their use.



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